

CLAIMS

1. A content playback method comprising the steps of:
 - storing history information for content search;
 - 5 extracting, from the history information, search information in accordance with search characteristics of a user;
 - preferentially selecting new content corresponding to the search information; and
- 10 playing back the new content.

2. The content playback method according to claim 1, wherein:
 - the history information includes purchase history information for products the user has purchased;
 - 15 the search information includes information for a product of a maximum number of purchases extracted from the purchase history information; and
 - the step of preferentially selecting the new content
- 20 comprises a step of preferentially selecting new content including the information for the product having a maximum number of purchases.

3. The content playback method according to claim 1,
 - 25 wherein:
 - the history information includes the purchase history information for products the user has purchased;

the search information includes information for a product purchased last, the information being further extracted from the purchase history information based on purchase time information for the product purchased
5 last; and

the step of preferentially selecting the new content comprises a step of preferentially selecting new content including the information for the product purchased last.

10 4. A content playback terminal comprising:

a communication section that receives content;
a storage section that stores history information for content search;

a search information extracting section that
15 extracts search information in accordance with search characteristics of a user;

a content selection section that preferentially selects new content corresponding to the search information; and

20 a playback section that plays back the new content.

5. A content providing system comprising:

a data transmission server that transmits data including content, content playback information for
25 performing playback control for the content, and control rule information for performing control of extracting search information in accordance with search

characteristics of a user; and
a content playback terminal,
wherein the content playback terminal comprises:
a communication section that receives the
5 data;
a storage section that stores the history
information for content search;
a search information extracting section that
extracts, from the history information, the search
10 information in accordance with the search
characteristics of the user;
a content selection section that
preferentially selects new content corresponding
to the search information; and
15 a playback section that plays back the new
content based on the content playback
information.